Today’s Agenda

• Housing Counseling Career Path
• Housing Counseling and Technology
• Lender Fee-For-Service Payments for Housing Counseling
• Let’s Make Home The Goal
National Housing Resource Center

- The National Housing Resource Center (NHRC) is an advocate for the nonprofit housing counseling industry, as well as for housing consumers, for communities of color, for the elderly, and for underserved populations.

- We are dedicated to organizing nonprofit housing counseling agencies into a unified voice to advocate for the housing counseling industry and on behalf of housing consumers.
Housing Counseling Career Path

- NHRC Job Board [https://housingcounselingcareer.org/](https://housingcounselingcareer.org/)
- Outreach
  - HBCU’s, HSI’s, Career Fairs
- AmeriCorps/Housing Counseling Corps
The Mortgage Industry Standards Maintenance Organization is a not-for-profit, wholly owned subsidiary of the Mortgage Bankers Association responsible for developing standards for exchanging information and conducting business in the U.S. mortgage finance industry.
Lender Fee-For-Service Payments for Housing Counseling

Housing Partnership Integration Initiative

Fee-for-Service Pilots
HPII Initiative Goals

- Increase the number of households that engage in housing counseling and achieve sustainable homeownership
- Reduce the variability in counseling quality and consumer readiness outcomes
- Increase the sustainability of the housing counseling sector
- Develop a set of recommendations supported by a large number of housing counseling agencies
- Create the pathway for strategic partnerships between the housing counseling and mortgage finance sector
HPII Steering Committee
HPII Process

• Steering Committee had two working groups:
  • Revenue Diversity focus on fee-for-service
  • Data Platform focus on exploration of a technology solution to facilitate data aggregation and exchange data between counselors and lenders

• Conducted surveys and series of interviews with lenders, researchers, technology providers and counseling groups to understand:
  • Current state of technology solutions and fee-for-service arrangements
  • Perspective of lenders on counseling—benefits and challenges

• Develop series of recommendations to advance work
HPII Recommendations

- **Create Advisory Council** including counselor, lender/investor, and research/policy representatives to oversee fee-for-service and data platform exploration

- **Pilot Fee-for-Service model** to test standard set of services, support declined borrowers, and measure the value of counseling

- **Conduct discovery on technology platform** that will aggregate counseling data, aggregation, facilitates more direct connections with lenders/servicers, and enables HCAs and their staff to track short- and long-term client performance
Fee-for-Service Pilots

• The HPII Fee-for-Service model aligned with the goals of the OCC’s Project REACH working group focused on Adverse Action and combined efforts

• HPII counseling groups worked collaboratively with Project REACH lenders to design the Pilot and navigate regulatory concerns helping to pave the way for Pilot implementation

• The proposed Pilot will:
  • Provide a structured partnership to assist denied and other potential borrowers by providing the necessary education, budgeting, and one-on-one guidance provided by Housing Counseling agencies
  • Keep declined borrowers on the path to homeownership
  • Compensate counselors for the work they do to get borrowers mortgage ready
  • Demonstrate how approach contributes to efforts that increase lending to LMI and communities of color
Fee-for-Service Pilot

• The proposed Fee-for-Service Pilot will target 5 markets to implement a standardized approach to how HCAs participate in lender FFS model across markets, lenders, and counseling providers.

• While some lenders and counseling agencies already have fee-for-service arrangements, this pilot is designed to test a standardized approach including three tiers of services:
  • Tier 1: Basic Counseling (e.g. budget, credit, affordability, action plan, etc.)
  • Tier 2: Assistance with mortgage application (including borrower readiness assessment and doc prep)
  • Tier 3: Support borrower through mortgage process

• Pilot participants will receive training on comprehensive services, engage in efficient HCA / Lender communication practices, and provide and share data to evaluate the model’s efficacy.
Creating a Replicable Model

• HPII will continue to guide work, and UnidosUS is leading the Pilot implementation.

• Currently working to finalize the lenders and markets

• Once established participating HCAs will be selected, agreements and tools created, and training done.

• Pilots will focus on a limited number of markets and counseling organizations, but goal is to collect the data to demonstrate the value of housing counseling and create a model that can be replicated by any counseling organization.
Let’s Make Home The Goal
Overarching Campaign Goals

- Reach diverse consumers to generate awareness of the benefits of pre-purchase counseling
- Promote HUD certified housing counselors as trusted professionals
- Advance racial equity through homeownership
Why the Campaign is Important

- Increase the public's perception that Housing Counseling can make a big difference
- Reach consumers who may be unaware of the benefits of Housing Counseling
- Congressional priority to grow awareness of Housing Counseling
- Raise the profile of Housing Counseling to help agencies attract additional resources
Links

Let’s Make Home The Goal Materials: https://www.hudexchange.info/programs/housing-counseling/housing-counseling-works/#lets-make-home-the-goal-materials

OHC Seal in Black

OHC Seal in Green

OHC Seal in Light Blue

OHC Seal in Dark Blue

New Zoom Background: https://www.hudexchange.info/programs/housing-counseling/certification/hud-certified-proud-campaign/
THANK YOU!